

**PRESS RELEASE**

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# **ESYSHOW 2.0: Discover ESYLUX virtually**

**As part of ESYSHOW 2.0, ESYLUX has redesigned its digital trade fair platform and has considerably expanded both the topics offered and the functionality. Version 2.0 shows all key topics at a glance, offering targeted access using "hotspots". These hotspots offer an overview of the manufacturer's entire range—from innovative automation and lighting solutions to selected reference projects—and invite you to explore in-depth content on the ESYLUX website.**

More and more often, business are opting to increase their presence in the virtual online world as a way of bringing their solutions to life, either in addition to or instead of traditional trade fairs. One example: The ESYSHOW by ESYLUX, which has now been completely revamped.

## **All topics at a glance**

This virtual trade stand in the open-plan, glass-roofed hall shows visitors all higher-level topics at a glance as soon as they enter thanks to an overview. Graphic elements such as exhibition walls, booths and the general layout (e.g. the labelled hotspots) lead to specific areas. Some of the highlights include: planning examples for types of room in offices, educational institutions and medical facilities; cutting-edge product innovations; and an overview of the new ESYLUX solutions for light control using DALI-2.

## **An easy introduction to the entire ESYLUX range**

When visitors use a hotspot, they get the opportunity to learn about the potential and benefits of ESYLUX intelligent automation and lighting solutions from a wide range of perspectives. 3D representations, animations and videos help to offer clarity. If users would like in-depth information, there are helpful links to the

relevant areas on the ESYLUX website. "ESYSHOW offers our customers a platform to quickly find the topics they're looking for and discover new topics too", says Anne Spielberg, Head of International Marketing at ESYLUX. "Our goal here is to offer virtual visitors a quick overview and targeted access to related content, from innovation topics to digitalisation topics such as BIM or room parts lists".

ESYSHOW can be accessed from the ESYLUX homepage or directly via

<https://esyshow.esylux.visionsbox.de/>.

### **About ESYLUX — Performance for simplicity**

ESYLUX develops, manufactures and distributes intelligent automation and lighting solutions that ensure better quality of life and energy efficiency in office buildings, educational institutions and health facilities. People's requirements and needs are central to the company's activities. ESYLUX places particular value on the simple application of its product solutions. ESYLUX customers and partners include wholesalers, installation companies, electrical and lighting planners and architects who trust in the company's 50 years of market experience and the personal, specialist advice provided by ESYLUX experts. Furthermore, ESYLUX meets the highest quality standards in research, development and production at its German site in Ahrensburg. The sales organisation is global: ESYLUX operates in collaboration with experienced trading partners and is represented by numerous subsidiaries in Europe, Asia and Oceania.

**More information is available at [www.esylux.com](http://www.esylux.com)**

### **Press contact**

ESYLUX GmbH

Christian Schöps

Corporate Communications Consultant

**T** +49 (0) 4102 88 880-2017

**F** +49 (0) 4102 88 880-333

**E** [christian.schoeps@esylux.com](mailto:christian.schoeps@esylux.com)

## Photos and captions

(Source: ESYLUX GmbH)



## ESYSHOW

Virtual access to the world of intelligent automation and lighting solutions:

ESYSHOW by ESYLUX